

Bruce Wood
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522418-70530



July 7, 2006

Federal Trade Commission
Office of the Secretary
600 Pennsylvania Avenue, NW
H-135 (Annex W)
Washington, DC 20580

Dear Federal Trade Commission:

I'm writing because of the new proposed Business Opportunity Rule R511993.

In its present form, the Rule will severely limit my income, and put my other businesses in jeopardy.

I am a Market America distributor, and also own two small retail stores in Chicago, Illinois and in New Buffalo, Michigan. I rely on the income from Market America to support my stores during seasonal "slow periods".

The cost of becoming a Market America distributor is extremely low-\$100 - and is a very small financial risk compared to other businesses. It does not make sense to have a 7-day waiting period, and lots of paperwork to comply with laws, for such a small purchase.

Also, disclosure of 10 other nearby purchasers seems to be "overkill", considering the low risk. personally, although I am very happy with my Market America affiliation, I am uncomfortable with the idea of having my personal info handed out to strangers.

The proposed Rule requires so much disclosure that I believe it will create undue suspicion of wrongdoing, where no wrong exists, and will make it much more difficult to present the business in a positive light.

The FTC generally does a great job protecting consumers, but I believe this new Rule, as written, will have many unintended consequences for business owners like me.

Sincerely,

Bruce Wood
[REDACTED]